

Rep Order# 8841654 Ver# 5 Status Revised
EC'd Yes

Traffic Order# 36948

Printed: 09/11/2012 3:58 PM
Last Received: 09/11/2012 2:54 PM
Showing Buylines: All Lines

2 of 8

Station KLAS-TV LAS VEGAS
Advertiser () HELLER, DEAN
Product HELLER/SENATE/REP
Estimate#
Buyer NEIL WILLIAMS
Phone#
Fax#

Agency () STRATEGIC MEDIA SERVICES
3299 K STRETT NW, SUITE 200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 09/19/2012 - 09/25/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES

Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	7	W-F	900A-1000A		:30	\$250.00	09/19-09/21	3	1	3	\$750.00	
				Buyline Comment: LIVE WITH KELLY								
	8	M-TU	900A-1000A		:30	\$250.00	09/24-09/25	2	1	2	\$500.00	
				Buyline Comment: LIVE WITH KELLY								
	9	W-F	1000A-1100A		:30	\$1,000.00	09/19-09/21	1	1	1	\$1,000.00	
				Buyline Comment: PRICE IS RIGHT								
	10	M-TU	1000A-1100A		:30	\$1,000.00	09/24-09/25	1	1	1	\$1,000.00	
				Buyline Comment: PRICE IS RIGHT								
	11	W-F	1100A-1200P		:30	\$500.00	09/19-09/21	0	0	0	\$0.00	
				Buyline Comment: YOUNG & RESTLESS								
	12	M-TU	1100A-1200P		:30	\$500.00	09/24-09/25	0	0	0	\$0.00	
				Buyline Comment: YOUNG & RESTLESS								
	13	W-F	1200P-1230P		:30	\$225.00	09/19-09/21	3	1	3	\$675.00	
				Buyline Comment: NOON NEWS								
	14	M-TU	1200P-1230P		:30	\$225.00	09/24-09/25	2	1	2	\$450.00	
				Buyline Comment: NOON NEWS								
	15	W-F	1230P-200P		:30	\$325.00	09/19-09/21	1	1	1	\$325.00	
				Buyline Comment: BOLD/LET'S MAKE								

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	16	M-TU	1230P-200P		:30	\$325.00	09/24-09/25	1	1	1	\$325.00	
		Buyline Comment: BOLD/LET'S MAKE										
	17	W-F	200P-300P		:30	\$350.00	09/19-09/21	1	1	1	\$350.00	
		Buyline Comment: TALK - CBS										
	18	M-TU	200P-300P		:30	\$350.00	09/24-09/25	1	1	1	\$350.00	
		Buyline Comment: TALK - CBS										
	19	W-F	300P-400P		:30	\$325.00	09/19-09/21	3	1	3	\$975.00	
		Buyline Comment: ELLEN										
	20	M-TU	300P-400P		:30	\$325.00	09/24-09/25	2	1	2	\$650.00	
		Buyline Comment: ELLEN										
	21	W-F	430P-500P		:30	\$300.00	09/19-09/21	3	1	3	\$900.00	
		Buyline Comment: 430P NEWS										
	22	M-TU	430P-500P		:30	\$300.00	09/24-09/25	2	1	2	\$600.00	
		Buyline Comment: 430P NEWS										
	23	W-F	500P-630P		:30	\$375.00	09/19-09/21	3	1	3	\$1,125.00	
		Buyline Comment: NEWS										
	24	M-TU	500P-630P		:30	\$375.00	09/24-09/25	4	1	4	\$1,500.00	
		Buyline Comment: NEWS										
	25	W-F	630P-700P		:30	\$300.00	09/19-09/21	3	1	3	\$900.00	
		Buyline Comment: INSIDE EDITION										
	26	M-TU	630P-700P		:30	\$300.00	09/24-09/25	2	1	2	\$600.00	
		Buyline Comment: INSIDE EDITION										

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	27	W-F	700P-800P	ET/INSIDER ED	:30	\$325.00	09/19-09/21	3	1	3	\$975.00	
				Buyline Comment: ET/INSIDER ED								
	28	M-TU	700P-800P	ET/INSIDER ED	:30	\$325.00	09/24-09/25	2	1	2	\$650.00	
				Buyline Comment: ET/INSIDER ED								
	29	W-F	1100P-1135P	11P NEWS	:30	\$500.00	09/19-09/21	0	0	0	\$0.00	
				Buyline Comment: 11P NEWS								
	30	M-TU	1100P-1135P	11P NEWS	:30	\$500.00	09/24-09/25	2	1	2	\$1,000.00	
				Buyline Comment: 11P NEWS								
	31	W-F	1135P-1235A	LETTERMAN	:30	\$225.00	09/19-09/21	1	1	1	\$225.00	
				Buyline Comment: LETTERMAN								
	32	M-TU	1135P-1235A	LETTERMAN	:30	\$225.00	09/24-09/25	1	1	1	\$225.00	
				Buyline Comment: LETTERMAN								
	33	M	1000P-1100P	HAWAII 5-0	:30	\$5,000.00	09/24-09/24	1	1	1	\$5,000.00	
				Buyline Comment: HAWAII 5-0								
	34	TU	800P-900P	NCIS	:30	\$5,250.00	09/25-09/25	1	1	1	\$5,250.00	
				Buyline Comment: NCIS								
	35	TU	1000P-1100P	VEGAS	:30	\$1,300.00	09/25-09/25	0	0	0	\$0.00	
				Buyline Comment: VEGAS								
	36	W	900P-1000P	CRIMINAL MINDS	:30	\$2,300.00	09/19-09/19	0	0	0	\$0.00	
				Buyline Comment: CRIMINAL MINDS								

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	37	W	1000P-1100P		:30	\$2,000.00	09/19-09/19	0	0	0	\$0.00	
				Buyline Comment: CSI								
	38	TH	1000P-1100P		:30	\$2,300.00	09/20-09/20	1	1	1	\$2,300.00	
				Buyline Comment: PERSON OF INTEREST								
	39	F	1000P-1100P		:30	\$1,200.00	09/21-09/21	1	1	1	\$1,200.00	
				Buyline Comment: BLUE BLOODS								
	40	SA-SU	1100P-1135P		:30	\$350.00	09/22-09/23	1	1	1	\$350.00	
				Buyline Comment: 11P NEWS WKND								
	41	SA	500A-700A		:30	\$75.00	09/22-09/22	0	0	0	\$0.00	
				Buyline Comment: CBS SAT								
	42	SA	1230P-400P		:30	\$300.00	09/22-09/22	0	0	0	\$0.00	
				Buyline Comment: SEC FOOTBALL								
	43	SA	500P-700P		:30	\$175.00	09/22-09/22	1	1	1	\$175.00	
				Buyline Comment: WKND NWS								
	44	SA	900P-1000P		:30	\$500.00	09/22-09/22	1	1	1	\$500.00	
				Buyline Comment: SAT PRIME MOVIE								
	45	SA	1000P-1100P		:30	\$2,250.00	09/22-09/22	1	1	1	\$2,250.00	
				Buyline Comment: 48HR MYSTERY								
	46	SU	500A-600A		:30	\$75.00	09/23-09/23	1	1	1	\$75.00	
				Buyline Comment: EYE WASII/WSJ								

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	47	SU	600A-630A		:30	\$315.00	09/23-09/23	1	1	1	\$315.00	
				Buyline Comment: NEWS								
	48	SU	630A-800A		:30	\$850.00	09/23-09/23	1	1	1	\$850.00	
				Buyline Comment: CBS SUN AM								
	49	SU	800A-830A		:30	\$225.00	09/23-09/23	0	0	0	\$0.00	
				Buyline Comment: 8A NEWS								
	50	SU	830A-930A		:30	\$400.00	09/23-09/23	0	0	0	\$0.00	
				Buyline Comment: FACE THE NATION								
	51	SU	930A-1000A		:30	\$175.00	09/23-09/23	0	0	0	\$0.00	
				Buyline Comment: 930A NEWS								
	52	SU	1000A-100P		:30	\$1,800.00	09/23-09/23	0	0	0	\$0.00	
				Buyline Comment: NFL								
	53	SU	100P-400P		:30	\$1,800.00	09/23-09/23	0	0	0	\$0.00	
				Buyline Comment: NFL 1PM								
	54	SU	500P-700P		:30	\$225.00	09/23-09/23	0	0	0	\$0.00	
				Buyline Comment: 5P NEWS SUN								
	55	SU	700P-800P		:30	\$3,375.00	09/23-09/23	1	1	1	\$3,375.00	
				Buyline Comment: 60 MIN								
	56	SU	900P-1000P		:30	\$1,400.00	09/23-09/23	1	1	1	\$1,400.00	
				Buyline Comment: GOOD WIFE								
	57	W	800P-930P		:30	\$5,500.00	09/19-09/19	1	1	1	\$5,500.00	
				Buyline Comment: SURVIVOR								

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	58	W	930P-1100P		:30	\$5,500.00	09/19-09/19	1	1	1	\$5,500.00	
				Buyline Comment: BIG BROTHER								
	*59	SU	1000P-1100P		:30	\$1,600.00	09/23-09/23	0	0	0	\$0.00	
				Buyline Comment: THE MENTALIST								
				Sales Remark: V5 1X CUT								
				V5 Comment Changed, Spots/week Changed								
	*60	F	800P-900P		:30	\$900.00	09/21-09/21	0	0	0	\$0.00	
				Buyline Comment: UNDERCOVER BOSS								
				Sales Remark: V5 1X CUT								
				V5 Comment Changed, Spots/week Changed								
	61	W	400A-459A		:30	\$125.00	09/19-09/19	1	1	1	\$125.00	
				Buyline Comment: 4A NEWS								
	62	TH	400A-459A		:30	\$40.00	09/20-09/20	1	1	1	\$40.00	
				Buyline Comment: 4A NEWS								
	63	F	400A-459A		:30	\$35.00	09/21-09/21	1	1	1	\$35.00	
				Buyline Comment: 4A NEWS								

—REPORT TOTALS—

Report Totals: 80 / \$53,390.00

—SALES MONTHLY TOTALS—

Sep 12: 80 / \$53,390.00

Sales Totals: 80 / \$53,390.00

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Station Totals: 80 / \$53,390.00

Lines not sent/rcld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	\$177,967	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books null
Demos RA35+